



Everyone Has A Heart<sup>®</sup>



**Woman's Heart Day<sup>SM</sup> Health Fair**  
**Friday, February 20, 2004**  
**MCI Center, Washington, DC**  
**8:30 a.m. to 2:00 p.m.**

**Our Mission: To increase awareness of heart disease as the number one killer of women, provide screening opportunities for the early detection of heart disease, and encourage healthy lifestyles among women of all ages, races, and socioeconomic backgrounds.**

Although heart disease is usually thought of as a man's disease, it is a bigger threat to women, killing 500,000 women each year. This number is larger than the sum of the next seven causes of death. However, only eight percent of women realize that heart disease is the greatest threat to their health.

The Sister to Sister – Everyone Has A Heart Foundation<sup>®</sup> is a non-profit organization that was founded to increase awareness about women's heart disease and to encourage healthy lifestyles. It is the only organization whose focus is on screening women for heart disease. Sister to Sister began the Woman's Heart Day<sup>SM</sup> campaign in 2001 and in January 2003, the U.S. Department of Health and Human Services Secretary, Tommy Thompson, declared the third Friday in February as National Woman's Heart Day<sup>SM</sup>.

Woman's Heart Day<sup>SM</sup> campaign objectives are to:

- ♥ Establish Woman's Heart Day<sup>SM</sup> as a nationwide two-month campaign during January and February, culminating with the health fair on the third Friday in February.
- ♥ Provide access for all women to free heart health screenings.
- ♥ Collect and publish data about the clinical results of women screened during the campaign.
- ♥ Engage national and local employers in promoting the campaign among their employees and providing financial and in-kind support for the campaign.
- ♥ Raise public awareness about the campaign through local and national media.

Sister to Sister has an active board of directors that includes medical, corporate, and community leaders. Partners include the U.S. Department of Health and Human Services Office on Women's Health, the Heart, Lung and Blood Institute, the NIH Office of Research on Women's Health, Discovery Health Channel, Ticketmaster, CareFirst Blue Cross Blue Shield, WJLA (7) and News Channel 8, MetroBus MetroRail and Bristol-Myers Squibb Corporation.

In 2001, the Woman's Heart Day<sup>SM</sup> campaign was launched in Washington, DC. Our campaign expansion effort now includes New York City, Philadelphia, Chicago, Boston and Pittsburgh, with additional cities added each succeeding year.

In addition to complimentary screenings, health fair events include educational seminars led by nationally known experts and celebrities, as well as fitness, beauty and cooking demonstrations. These events empower women to take control of their heart health. When a woman gets a simple heart-health screening, she's taken the most important step toward preventing heart disease.

**Encourage every woman you know to attend the free Woman's Heart Day<sup>SM</sup> Health Fair.**  
**It's too important to miss!**

**For additional information, please contact:** Jody Thomas, 703-354-0501 by phone; 703-354-4740 by fax; or [jody@jodythomas.com](mailto:jody@jodythomas.com) or mail to 4093 Championship Court, Annandale, VA 22003